

Hospitality & Volunteer Coordinator

FSLA Status: Non-Exempt

General Definition of Work

Oversees the development, coordination, and execution of superior customer service and volunteer strategies. Works closely with businesses and marketing organizations of the City of Westfield and the Chamber of Commerce for the promotion of tourism. Markets the City of Westfield as a year-round destination. Works with external consultants and partners in various departments within the City to achieve Communications goals. Leverages business and internal/external networking to achieve success.

Performs advanced research and compiles and analyzes data on communication initiatives throughout the city. Work is performed under the supervision of the Director of Communications. Hours for this position are 8:00am-5:00pm, Wednesday through Sunday during Grand Park season and Monday through Friday during the Grand Park off-season.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

Produces effective, quality internal and external communications materials utilizing social media, print material, written content and computer graphics design skills preferred. Communication materials include City communications, websites, visitor resources, volunteer training materials, social media communication, press releases, advertising/marketing materials, information packets, presentations and displays.

Coordinates City marketing materials with local businesses.

Coordinates volunteer initiative for the City from inception to implementation.

Trains volunteers and internal employees on current hospitality practices, based on Super Service.

Creates internal training materials for new City initiatives and projects.

Works to create a positive memorable experience for Westfield's visitors.

Works collaboratively with the Chamber of Commerce and Hamilton County Tourism on initiatives.

Communicating through social media tools such as Facebook, Twitter and Vimeo on a daily basis

Creates written material such as press releases and website content for marketing purposes

Data entry as requested

Any other work related items communicated by Supervisor

Spends 20% time networking with businesses and community members; 80% time onsite work at Grand Park and City Services.

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Knowledge, Skills and Abilities

Thorough knowledge of hospitality and tourism best practices; general knowledge of City services and departmental programs; general knowledge of modern principles, practices and techniques of professional communication; thorough knowledge of writing, editing and printing techniques; ability to promote public awareness of City attractions and facilities; ability to communicate effectively written and verbally; ability to establish and maintain effective working relationships with employees, external vendors and the general public.

Knowledge in using Microsoft Office

Familiar with presentation software such as Prezi, PowerPoint

Blogging experience helpful

Graphic Design knowledge a plus, using programs such as InDesign

Education and Experience

Bachelor's degree in hospitality/public relations/communications/media or related field and experience with coordinating large sporting events or tourism promotion.

Physical Requirements

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires sitting, speaking or hearing, using hands to finger, handle or feel and repetitive motions, frequently requires walking and occasionally requires standing, stooping, kneeling, crouching or crawling, reaching with hands and arms and pushing or pulling; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Valid driver's license in the State of Indiana